

Media Literacy

By Sydney James



Recall that Media Literacy is a way to...

- Access
- Analyze
- Evaluate
- Create
- Participate with

VARIOUS FORMS OF MEDIA

Forms of Media:

- Print:

- Magazines



- Newspapers



- Books



- Non-print:

- Television



- Movies



- Internet



Be SMART about media!

Everything is not what it appears to be...

Real vs. Unreal

- <http://www.youtube.com/watch?v=YWyCCJ6B2WE>



Real vs. Unreal

- Pay no attention to that man behind the curtain!



Real vs. Unreal

Unreal

- The wizard
- Violence with immediate recovery
- Beautiful thin model
- Food looks perfectly appealing

Real

- He was only a man
- Violence results in injury or death
- Make-up and computer enhancements make the model appear beautiful and thin
- Food makeover changes ordinary-looking food

Let's take a closer look at food...

Have you ever eaten...?

- Does it look the same when you buy it as it looks in this ad?
- Are the noodles as big?
- Is the cheese as cheesy as the picture makes it look?
- How do you think they made this food look so appealing?









Why do these images look so appealing?

- Food companies hire **food stylists**.
- A food stylist is:
 - Someone who makes food attractive for photos.
- The goal:
 - To make the food look interesting—fresh, delicious, beautiful, as well as appetizing—so people will buy it.

Food Stylist Quote

- "I always say my job is to get the customer to buy the product just once — to make them feel like eating. If the food tastes revolting, then that's the manufacturer's problem. Anything is possible — if you have the time. If I was doing a commercial burger shoot, I would ask for around 400 buns and go through them all to find the perfect specimen." -- *The Guardian*, "Tricks of the trade," March 5, 2003

Tricks to make food look appetizing...

Tricks to make food look appetizing:

- Glycerin or oil—puts shine on fruits and vegetables, lobsters, and crabs



Tricks to make food look appetizing:

- Toothpicks and cardboard prop up hamburgers



Tricks to make food look appetizing:

- Plastic ice cubes are used instead of real ones



Tricks to make food look appetizing:

- Meat is cooked with a blowtorch



Tricks to make food look appetizing:

- Tobacco smoke makes it look like steam is coming from food



Tricks to make food look appetizing:

- Food may be sprayed with hairspray to keep it in place or give the illusion of freshness



- So...

- Be grateful the food usually served to you does not look perfect.

Challenge

- Pay attention to food advertisements in the media.
- Questions to ask yourself:
 - Have you ever eaten this product?
 - Does it look the same when you buy it as it looks in the ad?
 - Are the fries as golden?
 - Does the pizza have as much pepperoni?
- Try to think of ways a food stylist made the food look more appealing.

Remember...

- In the media... everything is not always what it appears to be!

Citations

- Food Advertising Tricks

<http://pbskids.org/dontbuyit/teachersguide/foodadvertising.html>

- Images of the Wizard of Oz

- Wizard /Wizard and Dorothy: http://www.google.com/#hl=en&sclient=psy-ab&q=images+from+the+wizard+of+oz+the+wizard&oq=images+from+the+wizard+of+oz+the+wizard&aq=f&aql=&gs_l=hp.3..33i21.4855l6971l1l7042l11l11l0l0l0l0l230l1987l0j5j5l10l0.frgbld.&pbx=1&bav=on.2,or.r_gc.r_pw.r_qf.,cf.osb&fp=c9a99d799c93664e&biw=1440&bih=755

- Definition of Media Literacy: <http://www.medialit.org/media-literacy-definition-and-more>

- Food Images <http://www.paragonlight.com/food.html>

- Food Stylist <http://pbskids.org/dontbuyit/teachersguide/foodadvertising.html>

- Macaroni & Cheese image http://www.walmart.com/search/search-ng.do?search_query=macaronie&ic=16_0&Find=Find&search_constraint=0

Citations

- **Image of books** http://www.google.com/#hl=en&biw=1440&bih=755&scient=psy-ab&q=image+of+a+stack+of+books&oq=image+of+a+stack+of+books&aq=f&aqi=g-v1&aql=&gs_l=hp.3..0i15.5313l12144l0l12212l34l24l4l4l1l380l3946l0j20j3j1l35l0.frgbld.&pbx=1&bav=on.2,or.r_gc.r_pw.r_qf.,cf.osb&fp=c9a99d799c93664e
- **Image of newspaper** http://www.google.com/#hl=en&scient=psy-ab&q=image+of+a+newspaper&oq=image+of+a+newspaper&aq=f&aqi=g1g-v1g-j2&aql=&gs_l=hp.3..0j0i15j0i18l2.94814l99692l1l99846l23l16l0l7l7l1l352l2506l0j14j0j1l20l0.frgbld.&pbx=1&bav=on.2,or.r_gc.r_pw.r_qf.,cf.osb&fp=3226d37ade666d03&biw=1440&bih=755
- **Image of magazine** http://www.google.com/#hl=en&biw=1440&bih=755&scient=psy-ab&q=image+of+a+magazine&oq=image+of+a+magazine&aq=f&aqi=g-j1g-q3&aql=&gs_l=hp.3..0i18j0i22l3.95102l98424l2l99383l17l16l0l1l1l2l388l3l96l0j9j5j2l17l0.frgbld.&pbx=1&bav=on.2,or.r_gc.r_pw.r_qf.,cf.osb&fp=3226d37ade666d03
- **Image of a television** http://www.google.com/#hl=en&sa=X&ei=pPd8T_jaFcO6iwLB-J2EDg&ved=0CCcQvwUoAQ&q=image+of+a+television&spell=1&bav=on.2,or.r_gc.r_pw.r_qf.,cf.osb&fp=c9a99d799c93664e&biw=1440&bih=755
- **Image of a computer (Internet)** http://www.google.com/#hl=en&scient=psy-ab&q=image+of+a+computer&oq=image+of+a+computer&aq=f&aqi=g4&aql=&gs_l=hp.3..0l4.100589l104274l4l104883l18l11l0l7l0l248l1872l0j8j3l18l0.frgbld.&pbx=1&bav=on.2,or.r_gc.r_pw.r_qf.,cf.osb&fp=3226d37ade666d03&biw=1440&bih=755
- **Image of movies** http://www.google.com/#hl=en&scient=psy-ab&q=stack+of+movies+image&oq=stack+of+movies+image&aq=f&aqi=q-w1&aql=&gs_l=hp.3..33i2l.46196l49648l7l49908l23l22l0l0l0l1l105l1l6084l1j3j13j4j7-1l23l0.frgbld.&pbx=1&bav=on.2,or.r_gc.r_pw.r_qf.,cf.osb&fp=3226d37ade666d03&biw=1440&bih=755

Citations

- Image of apple http://www.google.com/#hl=en&sclient=psy-ab&q=image+of+apple&oq=image+of+apple&aq=f&aqi=g4&aql=&gs_l=serp.3..0l4.15000l15795l2l15894l5l5l0l0l0l0l20l1722l0j3j1l7l0.frgbld.&pbx=1&bav=on.2,or.r_gc.r_pw.r_qf.,cf.osb&fp=3226d37ade666d03&biw=1440&bih=755
- Image of hamburger http://www.google.com/#hl=en&output=search&sclient=psy-ab&q=image+of+a+hamburger&oq=image+of+a+hamburger&aq=f&aqi=g1g-q1&aql=&gs_l=hp.3..0j0i22.447l3989l0l4187l20l20l0l0l0l1l596l3774l0j12j4j1j0j1l18l0.frgbld.&pbx=1&bav=on.2,or.r_gc.r_pw.r_qf.,cf.osb&fp=3226d37ade666d03&biw=1440&bih=755
- Image of a soda w/ ice cubes http://www.google.com/#hl=en&sugexp=frgbld&gs_nf=1&gs_mss=image%20of%20glass%20o&pq=image%20of%20hamburger&cp=22&gs_id=1rh&xhr=t&q=image+of+glass+of+soda&pf=p&sclient=psy-ab&oq=image+of+glass+of+soda&aq=f&aqi=&aql=&gs_l=&pbx=1&bav=on.2,or.r_gc.r_pw.r_qf.,cf.osb&fp=3226d37ade666d03&biw=1440&bih=755
- Image of blowtorch meat <http://www.thedeliciouslife.com/blowtorch-prime-rib-roast-recipe-from-ad-hoc-at-home-by-thomas-keller/>
- Image of steam from food <http://www.instructables.com/id/How-to-Take-a-Picture-of-the-Steam-from-your-Meals/>
- Image of cake w/hairspray <http://www.crispphotoworks.com/would-you-like-your-fries-with-some-hair-spray/>